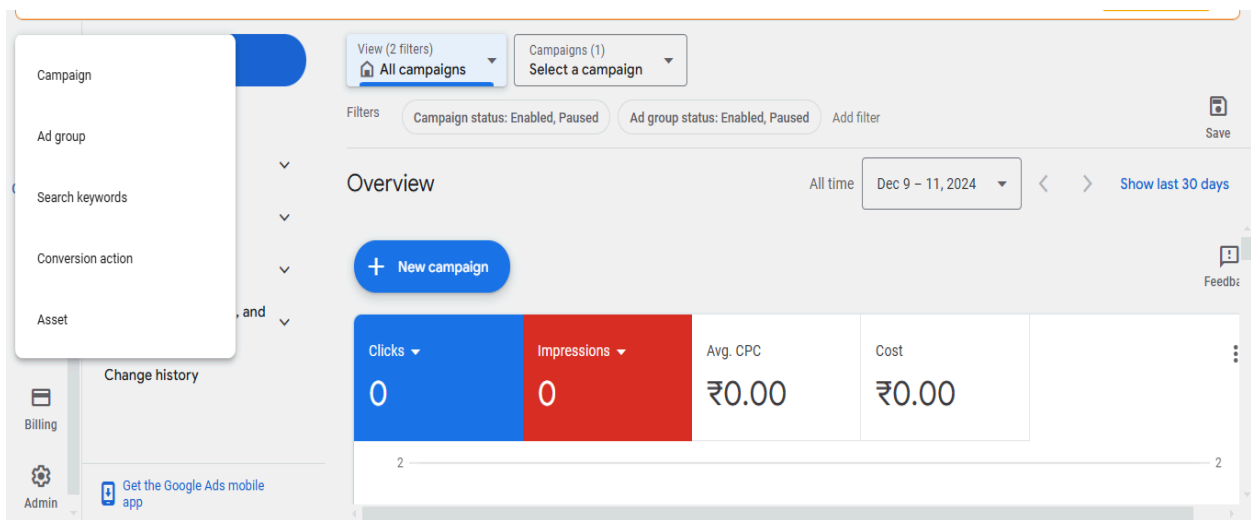
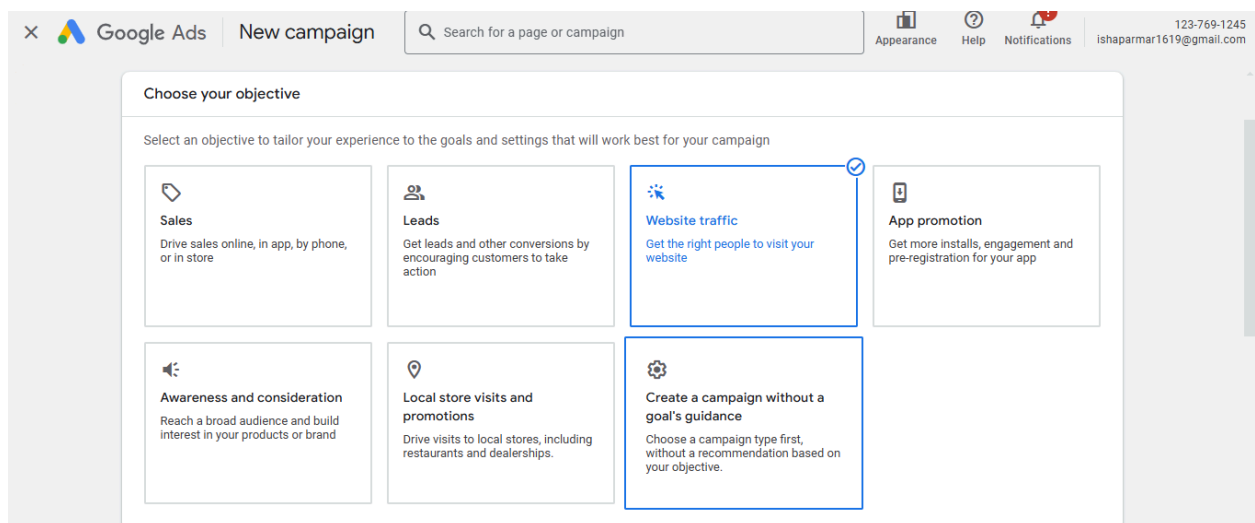
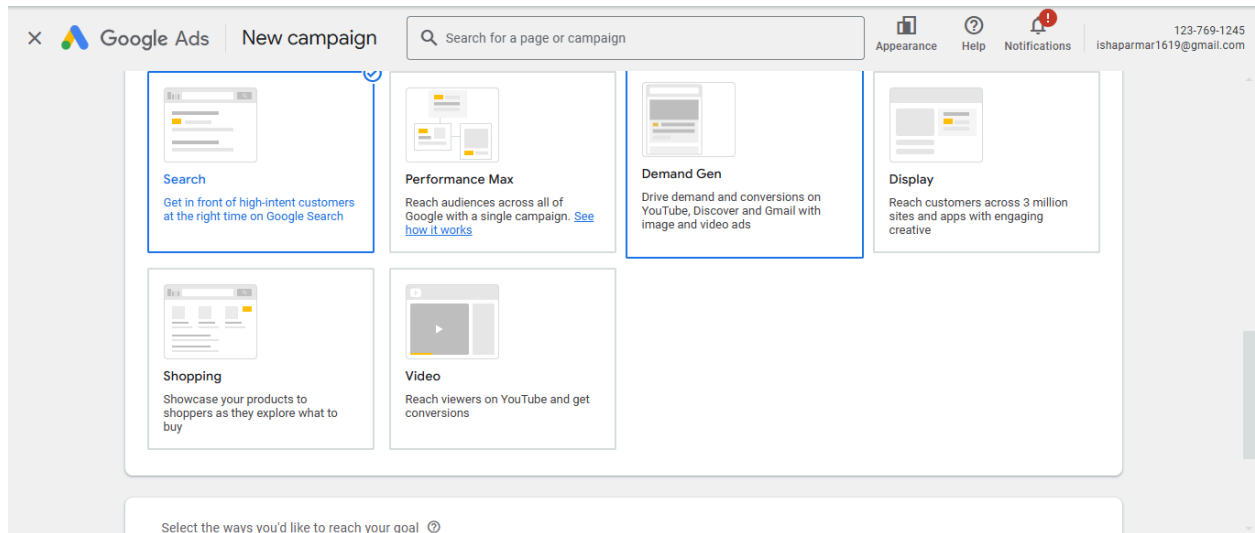


## Project 2

- Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience



- Create an ad for [www.tops-int.com](http://www.tops-int.com) to get the maximum Clicks.





- Create an ad for [www.tops-int.com](http://www.tops-int.com)

Google Ads New campaign

Search for a page or campaign

Appearance Help Notifications 123-769-1245 ishaparmar1619@gmail.com

 **Shopping**  
Showcase your products to shoppers as they explore what to buy

 **Video**  
Reach viewers on YouTube and get conversions

Select the ways you'd like to reach your goal ⓘ

<https://www.tops-int.com/>

Cancel Continue

Google Ads New campaign

Search for a page or campaign

Appearance Help Notifications 123-769-1245 ishaparmar1619@gmail.com

**Bidding**

What do you want to focus on? ⓘ

Conversions ▾

☐ Set a target cost per action (optional)

Alternative bid strategies like portfolios are available in settings after you create your campaign

**Customer acquisition**

☐ Bid for new customers only

This option limits your ads to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition

Your estimated performance is shown after you've entered

- Keywords

o Create an ad for the display network.

×

Google Ads

New campaign

Search for a page or campaign

Appearance

Help

Notifications

123:ishaparmar1619@gr

📷

✓

○

○

○

○

## Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

☒ Google Search Partners Network (recommended)

Ads can appear near Google Search results and on other [Google Search Partners](#) websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Parked Domains, as well as YouTube and other Google sites.

☒ Google Display Network (recommended)


Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Locations

Select locations for this campaign

☐ All countries and territories

☒ India



Your estimated performance is shown after you've entered

- Keywords

×

Google Ads

New campaign

Search for a page or campaign

Appearance

Help

Notifications

123:ishaparmar1619@gr

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Languages

Select the languages your customers speak

Start typing or select a language

English

Hindi

Gujarati


Audience segments

Select audience segments to add to your campaign.

Broad match keywords

Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more about broad match keywords](#)

☒ On: Use broad match keywords for your entire campaign



Your estimated performance is shown after you've entered

- Keywords



Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

https://www.tops-int.com/

Enter products or services to advertise

Update keyword suggestions

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

it training and placement

it course near me

it training courses

training company

it training online

online training

training courses

technology courses

online courses

career courses

Get help creating your ad

BETA

I can help you create headlines and descriptions at any time. For example you can tell me more about your business or ask me to focus on a particular product or service you offer.

Type message

80.4%

Ad group 1

Weekly cost, 111

Cost/Conv. ₹179.05

Weekly cost ₹19,80...

Google Ads

Create sitelink

Try adding a unique headline and unpinning so

logo, Google will use your URL to add them for you

Get access

Sitelinks

Add links to your ads to take people to specific pages on your website.

Sitelink 1

Recommended

Sitelink 2

Recommended

Sitelink 3

Recommended

IT Training Programs

https://www.tops-int.com/fullstack-training-course

Sitelink text

IT Training Programs

20 / 25

Description line 1 (recommended)

Boost your tech skills fast

27 / 35

Description line 2 (recommended)

Explore IT courses and certificates

35 / 35

Final URL

https://www.tops-int.com/fullstack-t

Preview

Highlight sitelink

Sponsored

https://www.tops-int.com/

Tops Int - Top IT Training Company

Best IT Training & Placement Company in India | Tops Technologies. Find Your Next Job At TOPS Job Fest.

IT Training Programs

Job Placement Services

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Create

Cancel

Google Ads

Add a lead form to your campaign

Create your lead form

Headline  
Attend Free demo Class 22 / 30

Business name  
Tops Technologies 17 / 25

Description  
Best Learning Platform 22 / 200

Questions  
To change the information you ask for after saving your campaign, you will have to create a new form

Contact information

☒ Name Pre-filled  
☐ First name and last name  
☒ Full name  
☒ Phone number

☒ City Pre-filled  
☐ Zip/Postal code Pre-filled  
☐ State/Province Pre-filled

Tops Technologies  
Best Learning Platform

Name

City

Phone number

Email

Which program are you interested in?

Please select one

Apply Cancel

Choose a proper Target audience.

Edit demographics

Ad group: Tops\_technologies > Ad group 1

Gender	Age	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ?	<input type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 21 - 30%
	<input type="checkbox"/> 45 - 54	<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64	<input checked="" type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+	<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> Unknown ?

Note: Household income targeting is only available in select countries. [Learn more](#)

Save demographics Cancel

Google Ads

+

Create

Campaigns

Assets

Goals

Tools

Billing

Admin

Insights and reports

Campaigns

Assets

Audiences, keywords, and content

Search keywords

Audiences

Locations

Content

Ad schedule

Get the Google Ads mobile app

×

Edit audience segments

Campaign: Tops\_technologies

Select audience segments to add to a campaign or ad group. You can create new Your data segments by clicking on **+ New segment** in the Search tab. [?](#)

○

Targeting

Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

●

Observation (recommended) [?](#)

Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

Search

Browse

4 selected

Q students

⊗

Who they are (12)

⤴

⊞

Detailed demographics

⊞

Current College Students

⊞

Parents of Grade-Schoolers (6-12 years)

⊞

High School Graduate

Education > Highest Level of Educational Attainment

Bachelor's Degree

⊗

Education > Highest Level of Educational Attainment

Advanced Degree

⊗

Education > Highest Level of Educational Attainment

High School Graduate

⊗

Save

Cancel

Expected conversion: need maximum user engagement within the budget.

Google

google ads

×

🔍

🔍

⋮

👤

All

Images

Videos

Shopping

News

Web

Maps

More

Tools

👤

Your Google Ads summary

Only you can see this summary

⋮

📄

Tops\_technologies

ELIGIBLE (LEARNING)

Your ads are showing

⬆

⚠

Your account balance has run out

🔍 Fix it

Last 7 days

0

Clicks

0

Impressions

₹0.00

Avg. CPC

₹0.00

Cost

Sponsored

🌐

www.tops-int.com

https://tops-int.com

Tops Int - Top IT Training Company - Tops Technologies

Best IT Training & Placement Company in India | Tops Technologies Find Your Next Job At TOPS



# Budget: 5000

Budget

Set your average daily budget for this campaign

₹5,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Cancel

Save